

Saluting America's Band Directors project for the 2022 Rose Parade

Media Kit

AMERICA'S
BAND
DIRECTORS

We teach music.
We teach life.



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The Saluting America's Band Directors project At a glance

Project name: "Saluting America's Band Directors" (SABD).

Project sponsor: The Michael D. Sewell Memorial Foundation, based in Pickerington, Ohio. The Foundation was created to carry on the legacy of the late Mike Sewell, longtime band director in the Pickerington, Ohio school system.

SABD project concept: Create an entry for the 2022 Rose Parade to recognize and salute the significant contributions made by America's band directors.

Noteworthy aspects of the entry:

- First Rose Parade entry consisting of both a float and a marching band together
- First known marching band in which all members are band directors

Name of the marching band: "The Band Directors Marching Band." It will be led by nationally known veteran band director Jon Waters.

Where marchers come from: As of this writing, marchers will represent all 50 states and Mexico.

The SABD entry theme: "America's Band Directors: We teach music. We teach life."

The SABD website: banddirectorsalute.org

Key statistics of our Band Directors Marching Band:

Current total number of directors: 280

Current number of states represented: 50

Total years experience teaching and directing music: 4,539

Average years music teaching experience: 16.5

Number of directors with more than 30 years experience: 46

Number of directors with less than 10 years experience: 110

Grammy Music Educator of the Year nominees (quarter finalists to finalists): 8

Teacher of the year recipients (local, district, state or national): 76

Number of students taught by our marching band directors (based on 40 new students for every year of teaching): 181,000

Number of directors marching with a relative (married couple, father/son, mother/son, grandfather/grandson etc), or their former director: 24

Director who is coming the farthest: Kelley Taylor—from Texas and teaches in Dhaka, Bangladesh. Second farthest: Andrew Goldie, who teaches children of military personnel in Germany



The Saluting America's Band Directors project Background & theme

The project's background

The Michael D. Sewell Memorial Foundation is based in Pickerington, Ohio and is spearheading this effort. The Foundation was founded in 2017 and was created to recognize and carry on the work of the late Mike Sewell, who dedicated his life to the music programs in Pickerington and the Columbus/Central Ohio area for almost 40 years. Mike was director of bands for the Pickerington Local School District and has forged connections between generations of students and musicians that live on in his memory. The Foundation is the sponsor of The Tournament of Roses® Michael D. Sewell Service Through Music Award. This award was organized by the Sewell family and the Foundation as a way to honor Mike's dedication to using music with his students and groups to encourage service in their schools, the community, and across the country. The award was implemented for the 2018 Rose Parade bands and is presented each year at the Band Director's Recognition Breakfast as a way to honor a participating Rose Parade band each year that best exemplifies service to their community. Mike always told his students, "The greatest gift you can give someone is your time." The award is inspired by that concept.

What is the Saluting America's Band Directors project?

The Foundation conceived to create a special entry in the Rose Parade® as a way to recognize and salute the extraordinary dedication and accomplishments of band directors everywhere—public and private schools at all levels, colleges and universities, the military, community bands. The entry is historic: it's the first entry accepted by the Tournament of Roses to have both a float and a marching band composed solely of band directors. The band is named the Band Directors Marching Band.

How will this be accomplished?

A spectacular animated float will lead up to 300 band directors from across North America forming an unprecedented marching band of band directors that will appear in the 2022 Rose Parade in Pasadena, California.

The project theme: "America's Band Directors: We teach music. We teach life."

The extraordinary dedication and accomplishments of band directors are well known to their students, to parents and to school teachers and administrators. No matter where they teach and work—public and private schools, colleges and universities, the military, community bands—dedicated music educators and leaders work long hours to not only teach and conduct music, but to teach life itself. Student lives in particular are positively changed by a motivational leader who taught, inspired and mentored them. Our entry embodies the 2022 Rose Parade theme, "Dream. Believe. Achieve."



News release



FOR IMMEDIATE RELEASE

Band directors to be saluted in 2022 Rose Parade®

Band directors from across the country will march in an unprecedented marching band in Pasadena



Columbus, OH—A custom-designed animated float will lead a “marching band of band directors” up to 300 strong from across the country in an unprecedented entry in the 2022 Pasadena Tournament of Roses® Rose Parade on January 1, 2022. The Michael D. Sewell Memorial Foundation, based in Pickerington, Ohio, is the sponsoring organization behind the project. The foundation was created to recognize and carry on the work of the late Mike Sewell, who dedicated his life to the school and community music programs in Pickerington and the Central Ohio area for more than 38 years.

The parade entry will convey the theme, “*America’s Band Directors: We teach music. We teach life.*” The extraordinary dedication and accomplishments of band directors are well known to their students, to parents and to school teachers and administrators. No matter where they teach and work—public and private schools, colleges and universities, the military, community bands—dedicated music educators and leaders work long hours to not only teach and conduct music, but to impart important life skills. Student lives in particular are positively changed by a motivational leader who taught, inspired and mentored them.

The music for the New Year’s Day 5.5-mile Rose Parade route will be conducted by nationally-known music educator and innovative band director Jon Waters, who will also lead performances in the Pasadena area.

Members of the band were selected by a committee of the Michael D. Sewell Memorial Foundation.

Additional details can be found on the Saluting America’s Band Directors website, BandDirectorSalute.org.

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A project of  **MICHAEL D. SEWELL
MEMORIAL FOUNDATION**



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The Band Directors Marching Band

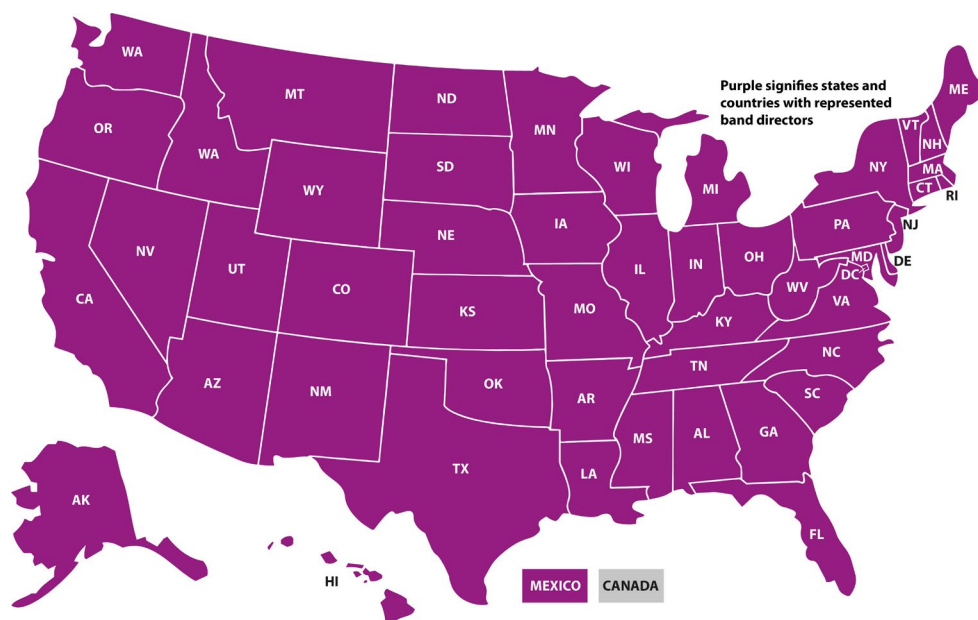
The band director

The music for the New Year's Day 5.5-mile parade route will be led by well-known music educator and innovative band director Jon Waters, who will also conduct rehearsals in Pasadena and lead the band at Bandfest—a two-day event in which the Rose Parade marching bands perform a field show. Waters directed The Ohio State University Marching Band and is now director of bands at Heidelberg University.

Band members

Qualified individuals were chosen by a committee of the Michael D. Sewell Memorial Foundation based on required band instrumentation, the geographic location of the applicant and the date of receipt of the application.

Members of the Band Directors Marching Band come from 50 states and Mexico. Band members range from recent music education graduates through retired veteran directors. Collectively, our band members have taught and mentored hundreds of thousands of students and lead bands in sizes from a couple of dozen to hundreds of members.



Our 2022 Rose Parade float

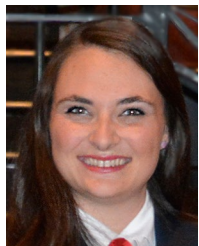
The Saluting America's Band Directors float is being constructed and operated by the Pasadena-based, award-winning Artistic Entertainment Services (AES). It was designed to reflect the project's theme of "America's Band Directors: We teach music. We teach life" as well as the 2022 Rose Parade theme, "Dream. Believe. Achieve."

The float depicts four larger-than-life animated figures; three are playing instruments behind the band director while marching on a football field. A large, rose-embazoned drum is in the front of the float acting as a stage for our honored Distinguished Band Directors. Behind the figures and seated on symbolic grandstands are guests and supporters of the Michael D. Sewell Memorial Foundation.



Distinguished band directors

The Michael D. Sewell Foundation and the Saluting America's Band Directors project are pleased to recognize these distinguished directors, who are confirmed at this time. They will represent all of America's band directors and music educators and have been invited to ride on our float. They have been chosen because of their significant lifetime accomplishments and how they demonstrate our theme of, "We teach music. We teach life."



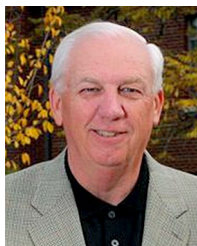
Janelle Guirrerri



Tom Landes



Tim Lautzenheiser



James Swearingen



Alfred Watkins

Janelle Guirrerri

Ms. Guirrerri represents the legacy of the thousands of lives Mike Sewell touched and exemplifies the future of music education. She is a graduate of Pickerington High School and, like Mike, attended Otterbein University for her degree in music education. Janelle is married to Matt Guirrerri, one of SABD's advisory board members. Matt and Janelle have participated in previous Rose Parades, participating as students and assistants. Matt and Janelle are both music teachers in the Pickerington Local School District.

Tom Landes

Mr. Landes is the retired director of the famed Arcadia High School Apache Marching Band, which owns more than thirty major championships and is nationally recognized as one of the best bands in the country. His bands have marched in the Rose Parade 10 times. He was selected Teacher of the Year for Arcadia Unified School District, and was recognized as Honorary Life Member for the Southern California School Band and Orchestra Association (SCSBOA). One of Mr. Landes' students, Parker Bixby, is a band director who won the Michael Sewell Service Through Music Award in 2020.

Tim Lautzenheiser

Throughout his college teaching career, Dr. Lautzenheiser developed highly acclaimed groups in both instrumental and vocal music. He then had a stint as executive director of Bands of America. He went on to create Attitude Concepts for Today, Inc., an organization which manages requests for teacher in-service workshops, student leadership seminars, and convention speaking engagements focusing on effective leadership training. Dr. Lautzenheiser currently serves as vice president of education for Conn-Selmer, Inc. and is the chair of the National Association for Music Education Music Honor Society. He is also an author, board member of several music organizations and frequent lecturer. (Due to a prior commitment, Dr. Lautzenheiser is unable to join us in person on the float.)

James Swearingen

A legendary composer and conductor, Mr. Swearingen's works are perhaps the mostly widely played and loved scholastic concert music in the country. He was a good friend of Mike Sewell and the Pickerington Bands and continues to work with the bands in a variety of ways. Mr. Swearingen frequently appears as a guest conductor, adjudicator and clinician, both nationally and internationally, and is a professor emeritus at Capital University.

Alfred Watkins

Mr. Watkins is a highly decorated, nationally renowned director, clinician, educator, author and cherished friend of the Rose Parade. He is the retired director of the acclaimed Lassiter High School Band in Georgia, participant of the 1988, 2001, 2005 and 2013 Tournament of Roses Parade. His Lassiter bands were the 1998 and 2002 Bands of America Grand National Champions who won 125 of 132 marching bands competition entered. His concert bands have performed at the prestigious Midwest Clinic on five occasions and have received three major awards from the John Philip Sousa Foundation, who lists his Lassiter band as one of the historic high school bands in America. He is co-founder of the Minority Band Directors National Association.



The music

Music the Band Directors Marching Band will perform

The band will perform several pieces of music for the Rose Parade and other area performances. These include a special arrangement of Meredith Willson's "Seventy-Six Trombones" by Lisa Galvin called "Salute to America's Music Makers," "The Stars and Stripes Forever" by John Philip Sousa, "Strike Up the Band" by George Gershwin, and "Sing, Sing, Sing" by Louis Prima.

KENDOR PRESENTS

The Stars And Stripes Forever

by John Philip Sousa
arranged by Murray Houllif

Conductor
GRADE 4
duration 4:15

1st Percussion
(Xylophone or Marimba and Woodblock)

2nd Percussion
(Bells or Vibraphone and Tom Tom)

3rd Percussion
(Snare Drum)

4th Percussion*
(Bass Drum and Cymbals)

5th Percussion
(Timpuni and Triangle)

Moderato $\text{♩} = 96-100$
with hard mallets

S.D.
B.D.
Cym.

Timp. (Bb, Eb)
with medium-hard felt mallets



The Rose Parade

"America's New Year Celebration"

In 1890, Valley Hunt Club members, led by Charles Frederick Holder, sponsored the first Tournament of Roses. The abundance of flowers, even in the midst of winter, prompted the club to add a parade before the competition, where entrants would decorate carriages with hundreds of colorful blooms.

"In New York, people are buried in snow," announced Professor Charles F. Holder at a Club meeting. "Here our flowers are blooming and our oranges are about to bear. Let's hold a festival to tell the world about our paradise."

One hundred and twenty-two years later, the parade floats are a marvel of state-of-the-art technology, all tucked away beneath flowers and other all-natural materials. Every New Year, visitors experience the beauty of the floral floats along with spirited marching bands and high-stepping equestrian units along the 5½ mile route down Colorado Boulevard.

The Rose Parade is watched in person by hundreds of thousands of spectators on the parade route and is broadcast on multiple television networks in the United States. It is seen by millions more on television worldwide in more than 100 international territories and countries.



Service Through Music

A national project under the auspices of Saluting America's Band Directors

SERVICE THROUGH MUSIC is a unique program created especially for members of The Band Directors Marching Band and their students. SERVICE THROUGH MUSIC offers a way for students to be part of this historic event while celebrating the contributions that their bands make in their home communities.

SERVICE THROUGH MUSIC focuses attention on existing service projects while offering a new awareness of the universal call to service. It gives students a fresh perspective on what they are already doing and promotes the values of service on a national level.

During the months leading up to the 2022 Rose Parade, members of The Band Directors Marching Band will share the music that they will play in the parade with their bands back home. Those bands will perform those same arrangements in their communities at special occasions, such as at assisted living centers, local events and community parades. They will then share pictures and videos of those performances on a special website.

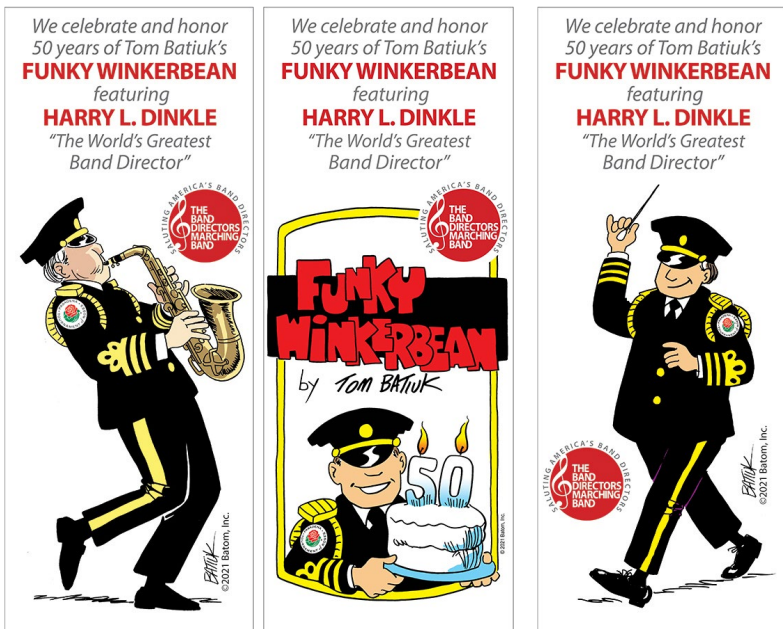


“Funky Winkerbean” creator Tom Batiuk partners with SABD

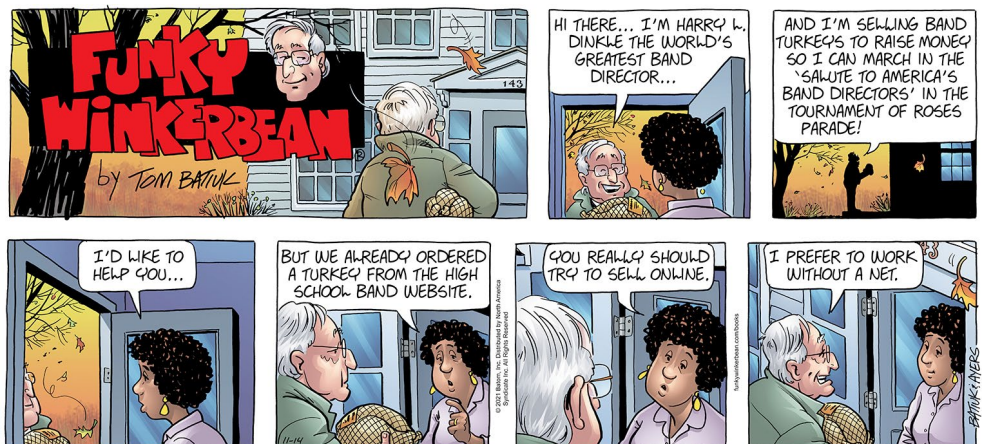
Early in our efforts to recruit up to 300 band directors to march in the Band Directors Marching Band, we reached out to Tom Batiuk, creator of the syndicated comic strip, “Funky Winkerbean.” An ongoing character in the strip is Harry L. Dingle, the self-proclaimed “World’s Greatest Band Director” of the fictional Westview High School Marching Scapegoats. We asked Tom if we could use the well-known image of Harry for recruiting purposes. Tom graciously agreed and created a drawing for us to use in our email outreach, our website and even on merchandise we were creating.

In one of our conversations, Tom mentioned that the character of Harry had actually gone to the Rose Parade in a series of strips some years back, as later detailed in Tom’s book, “I Never Promised You a Rose Parade.” He asked if we would be interested in a new, multi-week story arc in which Harry applies for and then participates in SABD’s Rose Parade entry. We certainly would be interested. The first week of the strip ran this past June, and an additional two weeks will run closer to New Year’s Day.

Tom has become a valued friend of the Saluting America’s Band Directors project and the Sewell Foundation. We are pleased to recognize next year’s 50th anniversary of the Funky Winkerbean strip with a special set of banners that will march with our own band in the Rose Parade so Harry L. Dinkle, the World’s Greatest Band Director, will be a literal part of our Band Directors Marching Band.



Harry L. Dinkle parade banners



The Funky Winkerbean 2021 Thanksgiving weekend Sunday strip



Advisory team

The Saluting America's Band Directors project is administered by an all-volunteer advisory team of professionals from various fields. For complete descriptions, visit banddirectorsalute.org/our-advisory-team

Karen Sewell, Michael D. Sewell Memorial Foundation president

Karen@BandDirectorSalute.org

Karen is the widow of former Pickerington (Ohio) High School Band Director Mike Sewell. She was the inspiration behind the creation of the Michael D. Sewell Memorial Foundation in 2017. Karen is the Foundation president and board member.

Dr. Dan Ross, scholastic outreach

Dan@BandDirectorSalute.org

Dan is retired from the Ohio High School Athletic Association as commissioner and executive director. He has served as a superintendent, principal, teacher, counselor, college instructor and coach for 33 years.

Music team

Dr. Tim Lautzenheiser, national outreach

timact@aol.com

Tim is a nationally known music educator, band director, music clinician and educational consultant. He presently serves as vice president of education for Conn-Selmer, Inc. Tim is also the senior educational advisor for Music for All, and NAMM (The National Association of Music Merchants) and chair of the National Association for Music Education Music Honor Society.

Jon Waters, marching and music direction

Jon@BandDirectorSalute.org

Jon is an internationally known music educator and band director. He is currently assistant professor of music and director of bands at Heidelberg University in Ohio.

Bob Thurston, music arrangement

Bob@BandDirectorSalute.org

Bob is a published composer, a former high-school band director, and a retired staff arranger with the US Air Force Band in Washington DC. Before enlisting in the military, he taught high school bands in Florida and Ohio.

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Advisory team

(Continued)

John Cisetti, band director relations

cisettij@gmail.com

John retired in 2019 after leading the band program in Louisburg, Kansas for 40 years. He taught more than 350 students per day in grades five through 12 and produced more than 50 public performances each year. Under John's leadership, the Louisburg Band marched in the 2018 Rose Parade. John was named a 2017 Laureate of the John Philip Sousa Foundation Bandworld Legion of Honor and in 2020 was named the Kansas Outstanding Bandmaster by the Kansas Bandmasters Association. John serves on the board of directors of The Heart of America Winds.

Craig Orr, marching and percussion advisor

music@BandDirectorSalute.org

Craig has 36 years of music experience with extensive instruction in both public and private education. He has helped prepare bands for the Tournament of Roses Parade, Macy's Thanksgiving Day Parade, the Fiesta Bowl Parade, the Gator Bowl Parade, the Orange Bowl Parade and the Walt Disney World Parade. In addition, he has prepared bands and drum lines for DCI, WGI, and BOA. Craig has worked as an adjudicator and clinician in Ohio. He earned his BME from Capital University and his MME from Florida State University.

Dr. Marc Parulekar, band director relations

Marc@BandDirectorSalute.org

Marc is in his 20th year of teaching and serves as the music coordinator for the Pickerington Local Schools (Ohio). He served as director of bands at Pickerington North High School for 15 years. Marc has also served as a graduate assistant director with The Ohio State University Marching Band. During his tenure at Pickerington North High School, the band performed in the 2006 and 2019 Rose Parades, 2018 London New Years Day Parade, and won the Grand Champion award in the 2013 Fiesta Bowl Parade.

Matt Guirrerri, marching advisor

Matt@BandDirectorSalute.org

Matt is in his 17th year of teaching and serves as a band director for grades 6-12 in Pickerington Local Schools (OH). He has served as the assistant director of bands at Pickerington North High School for 15 years. While there, Matt has helped guide the band in the Citrus Bowl Parade (2009), NYC Veteran's Day Parade (2011), Fiesta Bowl Parade (2013), London New Year's Day Parade (2018) and the Bands of America competition in Indianapolis (2019). Matt, under Mike Sewell's leadership, is a graduate of Pickerington High School, The Ohio State University, where he earned a Bachelor of Music Education Degree, as well as Capital University, where he earned a Master of Arts in Music Education.

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Advisory team

(Continued)

Administrative team

James Kuebler, project management

JimK@BandDirectorSalute.org

Jim served in several positions at Ohio Bell and Ameritech for 28 years in various engineering and operations organizations. He was vice president of project management for large corporations while at Ameritech where he won a Presidents Award for outstanding performance. He was a business partner at Ameritraining, a technical consulting firm in the telecommunications field. Jim has served on the boards of several non-profit organizations.

Dr. Jim McSkimin, information technology

JimM@BandDirectorSalute.org

Jim spent 28 years working in the telecommunications industry, primarily at AT&T Bell Labs. He designed and developed software in the areas of real-time file systems and database systems, computer networking, and user interfaces. He has been active in volunteer work for the Pickerington Locals Schools music programs.

Sanford Meisel, marketing

Sandy@BandDirectorSalute.org

Sandy has worked and consulted in marketing, branding, publishing, communication and design in the roles of marketing director, creative director, design director, publisher and educator. He has created award-winning solutions for a broad range of clients in the financial, publishing, educational, health care, governmental and manufacturing sectors, as well as leading his own marketing communications firm. Sandy has held leadership and board positions in several professional and community organizations and has taught and lectured at The Ohio State University and the Columbus College of Art and Design.

Bill Pope, corporate & organization relations

Bill@BandDirectorSalute.org

Bill spent 15 years in higher education and healthcare fundraising at Albion College, The Ohio State University and Duke University Medical Center at a variety of positions including Corporate and Foundation Relations, Executive Director and Director of Major Gifts. Additionally, Bill has spent the past 20 years in leadership positions for several family owned companies. Bill currently spends time volunteering for local non-profits by assisting their fund-raising programs.



Graphic assets

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Graphic for the Saluting America's Band Directors project



Graphic for the Band Directors Marching Band

